

Rep Order# 6861266 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 213013
Printed: 10/08/2012 11:44 AM
Last Received: 10/08/2012 11:24 AM

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product TEN DAYS REF NM NOW
Estimate# 312
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/103/312
Flight Dates 10/19/2012 - 10/28/2012
Hiatus Weeks

Agency () PHILADELPHIA
() AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Showing Buylines: All Rep Revised Lines
Last Received: All Rep Revised Lines

*Jewo
10/8/12*

→ CONTRACT COMMENT →

SC=*

→ REMARKS →

REV TO ADD TO SKED
ATTN ALL LINES
ATTN NEW TTL
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*27	WHEEL	Sales Remark: V3 ADD TO SKED	10/19-10/25	\$1,700.00	2 :30	3	1	F, M-TH	630P-7P	\$5,100.00	3	---
*28	LETTERMAN	Sales Remark: V3 ADD TO SKED	10/19-10/25	\$275.00	3 :30	5	1	F, M-TH	1035P-1135P	\$1,375.00	5	<i>Spac</i>
*29	LETTERMAN	Sales Remark: V3 ADD TO SKED	10/26-10/26	\$1,700.00	2 :30	1	1	E	630P-7P	\$1,700.00	1	
*30	LETTERMAN	Sales Remark: V3 ADD TO SKED	10/26-10/26	\$275.00	3 :30	1	1	E	1035P-1135P	\$275.00	1	
*31	JEP	Sales Remark: V3 ADD TO SKED	10/19-10/25	\$1,400.00	2 :30	3	1	F, M-TH	6P-630P	\$4,200.00	3	

Spot Manager: All, 10/19/12-10/28/12

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 10/19/12												
Station: KRQE												
J6861266POL/Reform N	213013 M-F KRQE News	:30	P3	[ALL]	TEN DAYS	312				6:52:05 AM		\$200.00
J6861266POL/Reform N	213013 CBS This Morni CBS Early S	:30	P3	[ALL]	TEN DAYS	312				8:24:07 AM		\$150.00
J6861266POL/Reform N	213013 CBS This Morni CBS Early S	:30	P3	[ALL]	TEN DAYS	312				8:53:15 AM		\$150.00
J6861266POL/Reform N	213013 M-F 9a-10a	:30	P2	[ALL]	TEN DAYS	312				9:18:10 AM		\$200.00
J6861266POL/Reform N	213013 Let's Make a De M-F 10a-11a	:30	P3	[ALL]	TEN DAYS	312				10:28:26 AM		\$250.00
J6861266POL/Reform N	213013 Price is Right 11a-12p	:30	P2	[ALL]	TEN DAYS	312				10:59:00 AM		\$600.00
J6861266POL/Reform N	213013 M-F KRQE New:12p-1230p	:30	P3	[ALL]	TEN DAYS	312				12:12:43 PM		\$275.00
J6861266POL/Reform N	213013 Dr. Phil 3p-4p	:30	P3	[ALL]	TEN DAYS	312				3:43:05 PM		\$175.00
J6861266POL/Reform N	213013 M-F KRQE New 4p-430p	:30	P2	[ALL]	TEN DAYS	312				4:07:15 PM		\$550.00
J6861266POL/Reform N	213013 M-F KRQE New 430p-5p	:30	P2	[ALL]	TEN DAYS	312				4:58:26 PM		\$550.00
J6861266POL/Reform N	213013 KRQE News 13 530p-6p	:30	P2	[ALL]	TEN DAYS	312				5:58:13 PM		\$1,000.00
J6861266POL/Reform N	213013 M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	TEN DAYS	312				6:20:14 PM		\$1,400.00
J6861266POL/Reform N	213013 LN M-F 10p-1035p	:30	P2	[ALL]	TEN DAYS	312				10:15:55 PM		\$2,000.00
J6861266POL/Reform N	213013 David Letterman 1035p-1137p	:30	P3	[ALL]	TEN DAYS	312				10:59:00 PM		\$275.00
												\$7,775.00
												\$7,775.00
Date: 10/20/12												
Station: KRQE												
J6861266POL/Reform N	213013 LN Sa 10p-1035p	:30	P3	[ALL]	TEN DAYS	312				10:25:23 PM		\$700.00
												\$700.00
												\$700.00
Date: 10/21/12												
Station: KRQE												
J6861266POL/Reform N	213013 CBS Sunday Mc 8a-930a	:30	P2	[ALL]	TEN DAYS	312				8:36:00 AM		\$800.00
J6861266POL/Reform N	213013 LN Su 10p-1035p	:30	P2	[ALL]	TEN DAYS	312				10:07:55 PM		\$1,600.00
												\$2,400.00
												\$2,400.00
Date: 10/22/12												
Station: KRQE												
J6861266POL/Reform N	213013 M-F KRQE News:KRQE News	:30	P3	[ALL]	TEN DAYS	312				6:18:50 AM		\$200.00
J6861266POL/Reform N	213013 CBS This Morni CBS Early S	:30	P3	[ALL]	TEN DAYS	312				7:30:08 AM		\$150.00
J6861266POL/Reform N	213013 CBS This Morni CBS Early S	:30	P3	[ALL]	TEN DAYS	312				8:24:37 AM		\$150.00
J6861266POL/Reform N	213013 CBS This Morni CBS Early S	:30	P3	[ALL]	TEN DAYS	312				8:46:01 AM		\$150.00
J6861266POL/Reform N	213013 M-F 9a-10a 9a-10a	:30	P2	[ALL]	TEN DAYS	312				9:17:40 AM		\$200.00
J6861266POL/Reform N	213013 Let's Make a De M-F 10a-11a	:30	P3	[ALL]	TEN DAYS	312				9:59:30 AM		\$250.00
J6861266POL/Reform N	213013 Price is Right 11a-12p	:30	P2	[ALL]	TEN DAYS	312				11:29:36 AM		\$600.00
J6861266POL/Reform N	213013 M-F KRQE New:12p-1230p	:30	P3	[ALL]	TEN DAYS	312				12:18:19 PM		\$275.00
J6861266POL/Reform N	213013 Dr. Phil 3p-4p	:30	P3	[ALL]	TEN DAYS	312				3:33:32 PM		\$175.00
J6861266POL/Reform N	213013 M-F KRQE New:4p-430p	:30	P2	[ALL]	TEN DAYS	312				4:26:45 PM		\$550.00
J6861266POL/Reform N	213013 M-F KRQE New:430p-5p	:30	P2	[ALL]	TEN DAYS	312				4:47:55 PM		\$550.00
J6861266POL/Reform N	213013 KRQE News 13 530p-6p	:30	P2	[ALL]	TEN DAYS	312				5:43:03 PM		\$1,000.00
J6861266POL/Reform N	213013 M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	TEN DAYS	312				6:28:44 PM		\$1,400.00
J6861266POL/Reform N	213013 M-F 630p-7p M-F 630p-7p	:30	P2	[ALL]	TEN DAYS	312				6:46:48 PM		\$1,700.00
J6861266POL/Reform N	213013 LN M-F 10p-1035p	:30	P2	[ALL]	TEN DAYS	312				10:08:37 PM		\$2,000.00
J6861266POL/Reform N	213013 David Letterman 1035p-1137p	:30	P3	[ALL]	TEN DAYS	312				10:46:00 PM		\$275.00
												\$9,625.00
												\$9,625.00
Date: 10/23/12												
Station: KRQE												
J6861266POL/Reform N	213013 M-F KRQE News:KRQE News	:30	P3	[ALL]	TEN DAYS	312				6:12:45 AM		\$200.00
J6861266POL/Reform N	213013 CBS This Morni CBS Early S	:30	P3	[ALL]	TEN DAYS	312				7:23:21 AM		\$150.00
J6861266POL/Reform N	213013 CBS This Morni CBS Early S	:30	P3	[ALL]	TEN DAYS	312				8:24:37 AM		\$150.00
J6861266POL/Reform N	213013 CBS This Morni CBS Early S	:30	P3	[ALL]	TEN DAYS	312				8:53:15 AM		\$150.00
J6861266POL/Reform N	213013 M-F 9a-10a 9a-10a	:30	P2	[ALL]	TEN DAYS	312				9:34:45 AM		\$200.00
J6861266POL/Reform N	213013 Let's Make a De M-F 10a-11a	:30	P3	[ALL]	TEN DAYS	312				9:59:30 AM		\$250.00
J6861266POL/Reform N	213013 Price is Right 11a-12p	:30	P2	[ALL]	TEN DAYS	312				10:59:30 AM		\$600.00
J6861266POL/Reform N	213013 M-F KRQE New:12p-1230p	:30	P3	[ALL]	TEN DAYS	312				12:27:41 PM		\$275.00
J6861266POL/Reform N	213013 Dr. Phil 3p-4p	:30	P3	[ALL]	TEN DAYS	312				3:24:44 PM		\$175.00
J6861266POL/Reform N	213013 M-F KRQE New:4p-430p	:30	P2	[ALL]	TEN DAYS	312				4:18:50 PM		\$550.00

[Sorted by: Date]

Spot Manager: All, 10/19/12-10/28/12

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priorit	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 10/23/12												
Station: KRQE												
J6861266POL/Reform N	213013 M-F KROE New	430p-5p	:30 P2	[ALL]	TEN DAYS	312			4:48:40 PM			\$550.00
J6861266POL/Reform N	213013 KROE News	13 530p-6p	:30 P2	[ALL]	TEN DAYS	312			5:50:34 PM			\$1,000.00
J6861266POL/Reform N	213013 M-F 6p-630p	M-F 6p-630p	:30 P2	[ALL]	TEN DAYS	312			6:12:45 PM			\$1,400.00
J6861266POL/Reform N	213013 M-F 630p-7p	M-F 630p-7p	:30 P2	[ALL]	TEN DAYS	312			6:41:33 PM			\$1,700.00
J6861266POL/Reform N	213013 LN M-F	10p-1035p	:30 P2	[ALL]	TEN DAYS	312			10:17:10 PM			\$2,000.00
J6861266POL/Reform N	213013 David Letterman	1035p-1137p	:30 P3	[ALL]	TEN DAYS	312			11:12:00 PM			\$275.00
												\$9,625.00
												\$9,625.00
Date: 10/24/12												
Station: KRQE												
J6861266POL/Reform N	213013 M-F KROE New:KRQE News	:30 P3	[ALL]	TEN DAYS	312				6:38:30 AM			\$200.00
J6861266POL/Reform N	213013 CBS This Mornin CBS Early S	:30 P3	[ALL]	TEN DAYS	312				7:13:04 AM			\$150.00
J6861266POL/Reform N	213013 CBS This Mornin CBS Early S	:30 P3	[ALL]	TEN DAYS	312				8:54:00 AM			\$150.00
J6861266POL/Reform N	213013 M-F 9a-10a	9a-10a	:30 P2	[ALL]	TEN DAYS	312			9:27:00 AM			\$200.00
J6861266POL/Reform N	213013 Let's Make a De	M-F 10a-11a	:30 P3	[ALL]	TEN DAYS	312			10:29:11 AM			\$250.00
J6861266POL/Reform N	213013 Price is Right	11a-12p	:30 P2	[ALL]	TEN DAYS	312			10:59:15 AM			\$600.00
J6861266POL/Reform N	213013 M-F KROE New:12p-1230p	:30 P3	[ALL]	TEN DAYS	312				12:20:49 PM			\$275.00
J6861266POL/Reform N	213013 Dr. Phil	3p-4p	:30 P3	[ALL]	TEN DAYS	312			3:15:16 PM			\$175.00
J6861266POL/Reform N	213013 M-F KROE New:4p-430p	:30 P2	[ALL]	TEN DAYS	312				4:07:30 PM			\$550.00
J6861266POL/Reform N	213013 M-F KROE New:430p-5p	:30 P2	[ALL]	TEN DAYS	312				4:37:40 PM			\$550.00
J6861266POL/Reform N	213013 KROE News	13 530p-6p	:30 P2	[ALL]	TEN DAYS	312			5:36:12 PM			\$1,000.00
J6861266POL/Reform N	213013 M-F 6p-630p	M-F 6p-630p	:30 P2	[ALL]	TEN DAYS	312			6:05:31 PM			\$1,400.00
J6861266POL/Reform N	213013 LN M-F	10p-1035p	:30 P2	[ALL]	TEN DAYS	312			10:07:22 PM			\$2,000.00
J6861266POL/Reform N	213013 David Letterman	1035p-1137p	:30 P3	[ALL]	TEN DAYS	312			11:26:00 PM			\$275.00
												\$7,775.00
												\$7,775.00
Date: 10/25/12												
Station: KRQE												
J6861266POL/Reform N	213013 M-F KRQE New:KRQE News	:30 P3	[ALL]	TEN DAYS	312				6:37:45 AM			\$200.00
J6861266POL/Reform N	213013 CBS This Mornin CBS Early S	:30 P3	[ALL]	TEN DAYS	312				8:15:50 AM			\$150.00
J6861266POL/Reform N	213013 CBS This Mornin CBS Early S	:30 P3	[ALL]	TEN DAYS	312				8:53:30 AM			\$150.00
J6861266POL/Reform N	213013 M-F 9a-10a	9a-10a	:30 P2	[ALL]	TEN DAYS	312			9:50:20 AM			\$200.00
J6861266POL/Reform N	213013 Let's Make a De	M-F 10a-11a	:30 P3	[ALL]	TEN DAYS	312			10:28:26 AM			\$250.00
J6861266POL/Reform N	213013 Price is Right	11a-12p	:30 P2	[ALL]	TEN DAYS	312			11:29:41 AM			\$600.00
J6861266POL/Reform N	213013 M-F KROE New:12p-1230p	:30 P3	[ALL]	TEN DAYS	312				12:04:32 PM			\$275.00
J6861266POL/Reform N	213013 Dr. Phil	3p-4p	:30 P3	[ALL]	TEN DAYS	312			3:34:47 PM			\$175.00
J6861266POL/Reform N	213013 M-F KROE New:4p-430p	:30 P2	[ALL]	TEN DAYS	312				4:27:30 PM			\$550.00
J6861266POL/Reform N	213013 M-F KROE New:430p-5p	:30 P2	[ALL]	TEN DAYS	312				4:48:25 PM			\$550.00
J6861266POL/Reform N	213013 KROE News	13 530p-6p	:30 P2	[ALL]	TEN DAYS	312			5:50:49 PM			\$1,000.00
J6861266POL/Reform N	213013 M-F 6p-630p	M-F 6p-630p	:30 P2	[ALL]	TEN DAYS	312			6:28:44 PM			\$1,400.00
J6861266POL/Reform N	213013 M-F 630p-7p	M-F 630p-7p	:30 P2	[ALL]	TEN DAYS	312			6:47:48 PM			\$1,700.00
J6861266POL/Reform N	213013 LN M-F	10p-1035p	:30 P2	[ALL]	TEN DAYS	312			10:16:56 PM			\$2,000.00
J6861266POL/Reform N	213013 David Letterman	1035p-1137p	:30 P3	[ALL]	TEN DAYS	312			10:59:00 PM			\$275.00
												\$9,475.00
												\$9,475.00
Date: 10/26/12												
Station: KRQE												
J6861266POL/Reform N	213013 M-F KROE New:KROE News	:30 P3	[ALL]	TEN DAYS	312				6:25:50 AM			\$200.00
J6861266POL/Reform N	213013 M-F 9a-10a	9a-10a	:30 P2	[ALL]	TEN DAYS	312			9:42:40 AM			\$200.00
J6861266POL/Reform N	213013 Let's Make a De	M-F 10a-11a	:30 P3	[ALL]	TEN DAYS	312			9:59:15 AM			\$250.00
J6861266POL/Reform N	213013 Price is Right	11a-12p	:30 P2	[ALL]	TEN DAYS	312			10:59:00 AM			\$600.00
J6861266POL/Reform N	213013 M-F KROE New:12p-1230p	:30 P3	[ALL]	TEN DAYS	312				12:19:34 PM			\$275.00
J6861266POL/Reform N	213013 Dr. Phil	3p-4p	:30 P3	[ALL]	TEN DAYS	312			3:34:02 PM			\$175.00
J6861266POL/Reform N	213013 M-F KROE New:4p-430p	:30 P2	[ALL]	TEN DAYS	312				4:27:45 PM			\$550.00
J6861266POL/Reform N	213013 M-F KROE New:430p-5p	:30 P2	[ALL]	TEN DAYS	312				4:48:10 PM			\$550.00
J6861266POL/Reform N	213013 KRQE News	13 530p-6p	:30 P2	[ALL]	TEN DAYS	312			5:43:19 PM			\$1,000.00
J6861266POL/Reform N	213013 M-F 6p-630p	M-F 6p-630p	:30 P2	[ALL]	TEN DAYS	312			6:21:14 PM			\$1,400.00
J6861266POL/Reform N	213013 M-F 630p-7p	M-F 630p-7p	:30 P2	[ALL]	TEN DAYS	312			6:41:03 PM			\$1,700.00
J6861266POL/Reform N	213013 LN M-F	10p-1035p	:30 P2	[ALL]	TEN DAYS	312			10:08:07 PM			\$2,000.00
J6861266POL/Reform N	213013 David Letterman	1035p-1137p	:30 P3	[ALL]	TEN DAYS	312			10:47:00 PM			\$275.00

[Sorted by: Date]

Spot Manager: All, 10/19/12-10/28/12

Alt Order #	Advertiser	Order	Inv. Code (Boo)	Time Period	Lengt	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
									\$9,175.00			\$9,175.00

Date: 10/26/12

Station: KRQE

06861266 POL/Reform N 213013 LN Sa	10p-1035p	:30 P3	[ALL]	TEN DAYS 312	10:27:23 PM	\$700.00
						\$700.00

Date: 10/27/12

Station: KRQE

06861266 POL/Reform N 213013 CBS Sunday Mc 8a-930a	:30 P2	[ALL]	TEN DAYS 312	8:16:15 AM	\$800.00	
06861266 POL/Reform N 213013 LN Su	10p-1035p	:30 P2	[ALL]	TEN DAYS 312	10:16:35 PM	\$1,600.00
						\$2,400.00
						\$2,400.00

59,650.00

[Sorted by: Date]

Rep Order# 6861266 Ver# 1 Status New
 EC'd Yes

Station KRQE-TV ALBUQUERQUE, NM.
 Advertiser ()REFORM NM NOW
 Product TEN DAYS REF NM NOW
 Estimate# 312
 Buyer Betsy Vonderheid
 Phone#
 Fax#

Printed: 10/05/2012 8:24 AM
 Last Received: 10/04/2012 3:51 PM
 Showing Buylines: All Lines

Agency () STEVENS REED CURCIO & POJTHOLM
 201 NORTH UNION STREET, SUITE 200
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 5/1/03/312
 Flight Dates 10/19/2012 - 10/28/2012
 Hiatus Weeks

-- CONTRACT COMMENT --

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1	KRQE NW13-MRN2		10/19-10/25	\$200.00	3 :30	5	1	F,M-TH	6A-7A	\$1,000.00	5	
2	CBS THS MRNG-2<		10/19-10/25	\$150.00	3 :30	10	1	F,M-TH	7A-9A	\$1,500.00	10	
3	SUNDAY MRN-CBS		10/21-10/28	\$800.00	2 :30	1	2	SU	8A-930A	\$1,600.00	2	
4	DOCTORS		10/19-10/25	\$200.00	2 :30	5	1	F,M-TH	9A-10A	\$1,000.00	5	
5	LETS-DEAL1-CBS/LETS-DEAL2-CBS		10/19-10/25	\$250.00	3 :30	5	1	F,M-TH	10A-11A	\$1,250.00	5	
6	PRICE-RT 1-CBS/PRICE-RT 2-CBS		10/19-10/25	\$600.00	2 :30	5	1	F,M-TH	11A-12P	\$3,000.00	5	
7	KRQE NW13-NOON		10/19-10/25	\$275.00	3 :30	5	1	F,M-TH	12P-1230P	\$1,375.00	5	
8	DR. PHIL		10/19-10/25	\$175.00	3 :30	5	1	F,M-TH	3P-4P	\$875.00	5	
9	KRQE NWS13-4P		10/19-10/25	\$550.00	3 :30	5	1	F,M-TH	4P-430P	\$2,750.00	5	
10	KRQE NWS13-430		10/19-10/25	\$550.00	3 :30	5	1	F,M-TH	430P-5P	\$2,750.00	5	
11	KRQE NWS13-530<		10/19-10/25	\$1,000.00	2 :30	5	1	F,M-TH	530P-6P	\$5,000.00	5	
12	JEOPARDY		10/19-10/25	\$1,400.00	2 :30	2	1	F,M-TH	6P-630P	\$2,800.00	2	
13	KRQE NEWS-10		10/19-10/25	\$2,000.00	2 :30	5	1	F,M-TH	10P-1030P	\$10,000.00	5	
14	KRQE NEWS-10		10/20-10/27	\$700.00	3 :30	1	2	SU		10P-1030P \$1,400.00	2	

Rep Order# 6861266 Ver# 1 Status New
EC'd Yes

Traffic Order# Printed:
Last Received:

Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product TEN DAYREF NM NOW
Estimate# 312
Buyer Betsy Vondrakheid
Phone#
Fax#

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	L/T
15		KRQE NEWS-10	10/21-10/28	\$1,600.00	2 :30	1	2	SU	10P-1030P	\$3,200.00	2	-
16		KRQE NW13-MRN2	10/26-10/26	\$200.00	3 :30	1	1	F	6A-7A	\$200.00	1	-
17		CBS THS MRNG-2<	10/22-10/23	\$150.00	3 :30	2	1	M-TU	7A-9A	\$300.00	2	-
18		DOCTORS	10/26-10/26	\$200.00	2 :30	1	1	F	9A-10A	\$200.00	1	-
19		LET'S-DEAL1-CBS/LETS-DEAL2-CBS	10/26-10/26	\$250.00	3 :30	1	1	F	10A-11A	\$250.00	1	-
20		PRICE-RT 1-CBS/PRICE-RT 2-CBS	10/26-10/26	\$600.00	2 :30	1	1	F	11A-12P	\$600.00	1	-
21		KRQE NW13-NOON	10/26-10/26	\$275.00	3 :30	1	1	F	12P-1230P	\$275.00	1	-
22		DR. PHIL	10/26-10/26	\$175.00	3 :30	1	1	F	3P-4P	\$175.00	1	-
23		KRQE NWS13-4P	10/26-10/26	\$550.00	2 :30	1	1	F	4P-430P	\$550.00	1	-
24		KRQE NWS13-430	10/26-10/26	\$550.00	2 :30	1	1	F	430P-5P	\$550.00	1	-
25		KRQE NWS13-530<	10/26-10/26	\$1,000.00	2 :30	1	1	F	530P-6P	\$1,000.00	1	-
26		KRQE NEWS-10	10/26-10/26	\$2,000.00	2 :30	1	1	F	10P-1030P	\$2,000.00	1	-

—REPORT TOTALS—

Report Totals: 80 / \$45,600.00

—SALES MONTHLY TOTALS—

Oct 12: 80 / \$45,600.00

Nov 12: 0 / \$0.00

Rep Order# 6861266 Ver# 1 Status New
EC'd Yes

Traffic Order# Printed:
Last Received:
Showing Buylines: All Lines

3 of 3

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product TEN DAYS REF NM NOW
Estimate# 312
Buyer Betsy Vonderheid
Phone#
Fax#

Sales Totals: 80 / \$45,600.00
Station Totals: 80 / \$45,600.00
Lines not sent/recd/rtrn: 0 / \$0.00
--COMPETITIVE--- Market Totals \$108,571
CABL 0% KASA 0% KASY 0% KBIM 0% KGAT 27%
KOB 31% KRQE 42% KWBIQ 0%

--COMPETITIVE COMMENTS---
NEW CRDER
EST SHARES

Books NOV12
Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KRQE	Date: 10/17/12
--	--------------------------

I, B Vonderheid
do hereby request station time concerning the following issue:

Reform New Mexico Now

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/19-10/28			

Total Charges: \$59,650

This broadcast time will be used by: Reform New Mexico Now

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

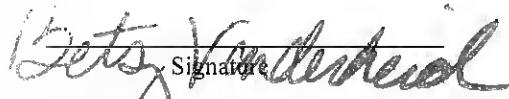
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/17/12

Date


Signature

703-683-9755

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/19-10/28			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.